

**Notice of References Cited**

Application/Control No.

10/757,152

Applicant(s)/Patent Under  
Reexamination  
THUESEN ET AL.

Examiner

MICHAEL R. STIBLEY

Art Unit

3688

Page 1 of 2

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-7,264,582	09-2007	Thuesen et al.	493/187
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

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	N					
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	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"A Year's Wait before Rendells enjoy their new house at Shore" by Michael Klein, Philadelphia Inquirer, Philadelphia, Pa, Aug. 9, 2001. pg. D.1
	V	"Advertising in a tight spot-on fortune cookie slips", Sunday, April 22, 2001, the Lubbock Avalanche-Journal
	W	"Half.com's expansion is helping the US become a nation of online shopkeepers" Internet Retailer; June 2001; by Andrea McKenna Findlay
	X	"It's an Ad, Ad, Ad World: [third edition]; Marcella Bombardieri, Globe Staff, Boston Globe, Boston Mass. July 8, 2001. pg A.1.

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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**NON-PATENT DOCUMENTS**

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U	"What you didn't learn in Marketing 101" Andy Cohen; Sales and Marketing Management; Aug 1999; 151,8
V	"Wonton Food Inc.: Itty Bitty Advertising" by Adam Geller, the Associated Press, April 19, 2001
W	<a href="http://web.archive.org/web/20021206123443/www.gogorillamedia.com/html/gofortune.html">http://web.archive.org/web/20021206123443/www.gogorillamedia.com/html/gofortune.html</a> (published 12/06/2002)
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